

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:	Atty. Docket No.: 004770.00891
<b>Toni Kopra</b>	
Serial No.: 09/580,583	Group Art Unit: 3622
Filed: May 30, 2000	Examiner: Y. Retta
For: Location Aware Product Placement And Advertising	Confirmation No.: 8331

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Non-final Office Action mailed August 26, 2008. The Office Action set a three-month response period, making this paper due on or before **November 26, 2008**. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

**Amendments to the claims** are found in the **Listing of Claims**, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.